

What is claimed is:

- 1 1. A digital content pricing apparatus, comprising:
2 a sales computer; and
3 a memory capable of being communicatively coupled with the sales
4 computer, including a plurality of digital content items, wherein each one of the
5 plurality of digital content items is associated with a base price and includes at least
6 one item configuration option associated with an option price, and wherein each one
7 of the plurality of digital content items is associated with a final price related to the
8 base price and the option price by a final pricing formula.
- 1 2. The digital content pricing apparatus of claim 1, wherein at least one of the
2 plurality of digital content items is directly associated with the final pricing formula.
- 1 3. The digital content pricing apparatus of claim 1, wherein the memory
2 includes a plurality of pricing formulae including the final pricing formula.
- 1 4. The digital content pricing apparatus of claim 1, wherein at least one of the
2 plurality of digital content items is associated with a plurality of configuration
3 options, including the item configuration option.
- 1 5. The digital content pricing apparatus of claim 1, wherein the final pricing
2 formula includes an option adjustment factor associated with the item configuration
3 option.
- 1 6. The digital content pricing apparatus of claim 1, wherein the final pricing
2 formula includes a non-option specific adjustment factor associated with at least one
3 selected external factor.
- 1 7. The digital content pricing apparatus of claim 6, wherein the at least one
2 selected external factor is determined by a type of selected ones of the plurality of

3 digital content items, a quantity of each type of the selected ones of the plurality of
4 digital content items, the base price, and the option price.

1 8. A digital content pricing system, comprising:
2 a sales computer;
3 a purchase computer capable of being communicatively coupled with the
4 sales computer; and
5 a memory capable of being communicatively coupled with the sales
6 computer, including a plurality of digital content items, wherein each one of the
7 plurality of digital content items is associated with a base price and at least one item
8 configuration option associated with an option price, and wherein each one of the
9 plurality of digital content items is associated with a final price related to the base
10 price and the option price by a final pricing formula.

1 9. The digital content pricing system of claim 8, further comprising:
2 an item selection device capable of being communicatively coupled to the
3 purchase computer.

1 10. The digital content pricing system of claim 9, wherein at least one of the
2 plurality of digital content items is directly associated with the final pricing formula.

1 11. The digital content pricing system of claim 10, wherein the final pricing
2 formula includes an option adjustment factor associated with the item configuration
3 option.

1 12. A method of pricing digital content, comprising:
2 selecting a digital content item associated with a base price;
3 selecting at least one configuration option associated with the digital content
4 item, wherein the at least one configuration option is associated with an option
5 price; and

6 calculating a final price associated with the digital content item, wherein the
7 final price is related to the base price and the option price by a final pricing formula.

1 13. The method of claim 12, further comprising:
2 selecting an option adjustment factor associated with the item configuration
3 option; and
4 modifying the final pricing formula to include the option adjustment factor.

1 14. The method of claim 12, further comprising:
2 selecting a formula adjustment factor associated with at least one external
3 factor; and
4 modifying the final pricing formula to include the formula adjustment factor.

1 15. The method of claim 14, comprising:
2 selecting a plurality of other digital content items associated with at least one
3 other base price; and
4 selecting at least one other configuration option associated with the plurality
5 of other digital content items, wherein the at least one other configuration option is
6 associated with at least one other option price, and wherein the at least one external
7 factor is determined by a number of selected ones of the plurality of other digital
8 content items, a quantity of each one of the selected ones of the plurality of other
9 digital content items, the at least one other base price, and the at least one other
10 option price.

1 16. The method of claim 12, further comprising:
2 specifying pricing information for a plurality of options associated with the
3 digital content using a corresponding plurality of meta-data descriptors.

1 17. The method of claim 16, further comprising:
2 specifying a final pricing formula in a meta-data descriptor associated with
3 the digital content.

1 18. A method of pricing a digital content product package, comprising:
 2 receiving an item selection associated with a prospective purchase;
 3 presenting a plurality of product options associated with the item;
 4 receiving an indication of at least one option chosen from the plurality of
 5 product options;
 6 calculating an item price related to the item selection and the indication of at
 7 least one option chosen, wherein the item price is defined using a meta-data
 8 descriptor included in the digital content package; and
 9 calculating a final product price related to the item price.

1 19. The method of claim 18, wherein the item price is related to an option price
 2 associated with the indication of at least one option chosen, and wherein the option
 3 price is defined using a meta-data descriptor included in the digital content package.

1 20. The method of claim 18, further comprising:
 2 verifying a payment associated with the final product price.

1 21. An article comprising a machine-accessible medium having associated data,
 2 wherein the data, when accessed, results in a machine performing:
 3 selecting a digital content item associated with a base price;
 4 selecting at least one configuration option associated with the digital content
 5 item, wherein the at least one configuration option is associated with an option
 6 price; and
 7 calculating a final price associated with the digital content item, wherein the
 8 final price is related to the base price and the option price by a final pricing formula.

1 22. The article of claim 21, wherein the machine-accessible medium further
 2 includes data, which when accessed by the machine, results in the machine
 3 performing:
 4 recording the at least one configuration option.

1 23. The article of claim 21, wherein the machine-accessible medium further
 2 includes data, which when accessed by the machine, results in the machine
 3 performing:
 4 selecting an option adjustment factor associated with the item configuration
 5 option; and
 6 modifying the final pricing formula to include the option adjustment factor.

1 24. The article of claim 21, wherein the machine-accessible medium further
 2 includes data, which when accessed by the machine, results in the machine
 3 performing:
 4 selecting a non-item specific adjustment factor associated with the digital
 5 content item; and
 6 modifying the final pricing formula to include the non-item specific
 7 adjustment factor.